



# NEWS

**Federal Communications Commission**  
**445 12<sup>th</sup> Street, S.W.**  
**Washington, D. C. 20554**

**News Media Information 202 / 418-0500**  
**Internet: <http://www.fcc.gov>**  
**TTY: 1-888-835-5322**

---

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1974).

---

FOR IMMEDIATE RELEASE  
September 24, 2007

NEWS MEDIA CONTACT:  
Katie Yocum (202) 418-2300  
Email: [Katie.Yocum@fcc.gov](mailto:Katie.Yocum@fcc.gov)

## **FCC COMMISSIONER APPLAUDS ENFORCEMENT BUREAU VNR DECISION**

Today the FCC Enforcement Bureau released a *Notice of Apparent Liability for Forfeiture*, finding that Comcast Corporation is apparently liable for a forfeiture of \$4,000 for violating our sponsorship ID rules in not disclosing the sponsor of a video news release.

[http://fjallfoss.fcc.gov/edocs\\_public/attachmatch/DA-07-4005A1.doc](http://fjallfoss.fcc.gov/edocs_public/attachmatch/DA-07-4005A1.doc)

**Commissioner Jonathan S. Adelstein made the following statement in response:**

**"I applaud the Enforcement Bureau's decision to enforce our sponsorship identification rules, and to propose, for the first time, a forfeiture for the failure to disclose the sponsor of a video news release. Commission rules are clear: viewers have a right to know who is trying to persuade them so they can make up their own minds about what they are presented. I applaud Chairman Martin's leadership, and look forward to quick action on the many other pending video news release complaints."**

-FCC-